



Consumer Preferences between Branded and Generic Medications: A Comparative Study

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Abstract— Medication selection is pivotal in healthcare, influencing consumers and the broader healthcare system. Making the proper decision can benefit patients by enhancing their quality of life, reducing side effects, and improving treatment outcomes. Informed decisions empower patients, fostering adherence and overall well-being. This study explored the factors of consumer preferences in their medications. Utilizing a descriptive-comparative design, a total of 50 consumers participated in a survey and filled out a questionnaire. The study revealed that the consumer-respondents were mostly middle-aged single individuals who belonged to average sized-family and mostly spent 500 to 100 pesos on generic and branded medicines; the consumers foremost considered economic factors and cultural factors in their preferences for branded and generic medications; cultural factors of consumer preferences are significantly correlated with age and civil status of the respondents; and no significant difference was established between the type of medicines patronized by the respondents and the consumer preference factors.

Keywords— Branded drugs, Community pharmacy, Consumer preference, Generic drugs, Medications.

I. INTRODUCTION

The pharmaceutical landscape is marked by a crucial decision consumers face when selecting medications: the choice between branded and generic drugs. As the healthcare industry evolves and consumers become increasingly empowered, understanding the drivers behind medication selection is paramount for healthcare providers, policymakers, and pharmaceutical companies alike. The costs associated with today's medical services are rising, and this includes the price of medications (Barlas, 2019). Furthermore, the use of medications has been found to play a significant role in the rising expense of healthcare services; nevertheless, studies indicate that registered pharmacists worldwide now routinely substitute generic medications for branded ones (Wajid S., et al., 2015). Drug manufacturing conditions determine the distinction between brand-name and generic medications. Branded medicine is the original product that has been developed by a

pharmaceutical company. Branded medicines, also known as proprietary or name-brand drugs, play a crucial role in healthcare by offering innovative solutions to various medical conditions. These pharmaceuticals are distinct from their generic counterparts as they are developed and marketed by a specific company, often holding exclusive rights to the drug for a certain period (Pau, 2014). A generic drug is made after the active ingredient of a brand-name drug, whereas a brand-name drug is known by the name given by the producing company. Despite having different brand names, generic medications will nonetheless have the same active components as brand-name drugs.

Nevertheless, in terms of medication efficacy, generic medications include an active ingredient of the same quality as the brand-name medication. The Food and Drug Administration (FDA) in the United States and comparable organizations in other nations enforce rigorous standards and supervision over all pharmaceuticals (Pichholiya M., et

al., 2015). Considering the significant role that pharmaceuticals play in healthcare and the fact that public education helps people to take medications in a way that is appropriate and safe, consumers also require knowledge regarding medications and treatments (Chetley et al., 2007). From a healthcare system perspective, optimal medication selection translates to cost-effective care, minimizing adverse events and hospitalizations. Familiarity with consumer preferences and purchasing behavior in the context of generic and branded medications serves as essential for healthcare policy formulation, pharmaceutical marketing strategies, and ensuring access to affordable healthcare given the rapidly expanding pharmaceutical industry and diverse population. Understanding the nuances of consumer perceptions is crucial in unraveling the dynamics that govern medication preferences.

This research explored the economic considerations; and investigated how cost-conscious consumers weigh the financial implications of opting for generic alternatives.

II. METHODOLOGY

This study utilized a descriptive-comparative research design. Descriptive-comparative research design is a quantitative research design that aims to describe the

differences between groups in a population without manipulating the independent variable (Mary Ann Cantrell, 2011). In this study, the differences in the preferences in medication of the consumers were determined through their choices of buying branded or generic medicines from a local community pharmacy at Barangay Barrio Militar, Palayan City. The specific factors explored that influenced the preferences of the consumers were in terms of cultural, social, economic, and psychological.

The distribution of respondents is divided equally into male and female categories with several considerations such as the willingness and voluntary participation in the survey; and the capability to answer and understand the survey questionnaire. The main data-gathering instrument of this research was a survey questionnaire that was designed by the researcher. The survey questionnaire consisted of two parts; profile characteristics of the respondents and a Likert-type item statement regarding cultural, social, economic, and psychological factors of consumer medication preferences.

III. RESULTS AND DISCUSSIONS

1. Profile of the Respondents

Table 1. Distribution of the Respondents

Age	Frequency	Percent
10 to 24	12	24
25 to 39	23	46
40 to 54	4	8
55 to 69	5	10
70 and above	6	12
Total	50	100
Sex	Frequency	Percent
Female	25	50.0
Male	25	50.0
Total	50	100.0
Civil Status	Frequency	Percent
Married	21	42.0
Single	29	58.0
Total	50	100.0
Number of Family Members in their Household	Frequency	Percent
1-3	8	16.0
4-6	19	38.0
7-10	16	32.0

More than 10	7	14.0
Total	50	100.0
Type of Medicine Purchased	Frequency	Percent
Branded	24	48.0
Generic	26	52.0
Total	50	100.0
Most Common Medicine Purchased	Frequency	Percent
Antibiotics	5	10.0
Maintenance (Blood pressure, Blood Sugar, etc.)	15	30.0
Others	12	24.0
Over-the-counter Drug	9	18.0
Vitamins	9	18.0
Total	50	100.0
Total Amount of Medicine Purchased	Frequency	Percent
1001-1500 pesos	10	20.0
1501-2000 pesos	5	10.0
501-1000 pesos	13	26.0
Less than 500 pesos	15	30.0
More than 2000 pesos	7	14.0
Total	50	100.0

Age. The age of the respondents is distributed as follows: there are 12 (24%) respondents who are in the 10 to 24 age brackets; 23 (46%) are in the 25 to 39 age brackets; 4 (8%) belong to the 40 to 54 age bracket; 5 (10%) are 55 to 69 years old; and 6 (12%) respondents belongs to the 70 and above age bracket. The results revealed that the majority of the respondents are 25 to 39 years old.

Sex. The findings in Table 1 revealed that there are 25 (50%) female respondents; and 25 (50%) male respondents. The result showed that male and female respondents were equally distributed.

Civil Status. The result shows that 21 (42%) of the respondents are married, while 29 (58%) are single. It clearly shows that the single respondents dominated the number of respondents.

Number of Family Members in their Household. The result shows that there are 38% of customers composed of 4-6 family members; 32% of consumers composed of 7-10 family members; 16% of customers composed of 1-3 family members; and 14% of consumers composed of more than 10 family members.

Type of Medicine Purchased. The result of the respondents' type of medicine purchased showed that the

majority of the respondents preferred generic medicine (52%) over branded medicine (48%).

Most Common Medicine Purchased. The result in Table 1 showed that Maintenance medications are the most commonly bought, comprising 30% of purchases. It suggests a focus on long-term health management. The category "Others" at 24% implies diverse medication needs. Over-the-counter drugs and vitamins at 18% indicate a substantial emphasis on self-care and preventative health measures. The relatively lower percentage of antibiotic purchases at 10% may reflect growing awareness of antibiotic resistance and judicious use.

Total Amount of Medicine Purchased. The findings in the table show that respondents 15 (30%) purchased an amount of less than 500 pesos; 13 (26%) who purchased an amount of 501-1000 pesos; 10 (20%) who purchased an amount of 1001-1500 pesos; 7 (14%) who purchased an amount of more than 2000 pesos; and 5 (10%) who purchased an amount of 1501-2000.

2. Factors Influencing the Consumer Preferences in Choosing Between Branded and Generic Medications

2.1 Comparison of the Cultural Factors of Consumer Preferences in Choosing Medications

Table 2.1 Weighted Mean and Verbal Descriptions of the Respondents' Cultural Factors of Consumer Preferences

Cultural Factors	COMBINED		GENERIC		BRANDED	
	WM	Verbal Description	WM	Verbal Description	WM	Verbal Description
1. Binibili ko ang gamot na nakasanayan kong bilhin sa matagal na panahon.	3.68	Strongly Agree	3.54	Strongly Agree	3.83	Strongly Agree
2. Sa pagpili ng gamot na aking bibilhin, tinitignan ko kung ito ba ay naging mabisa na sa akin dati.	3.72	Strongly Agree	3.65	Strongly Agree	3.79	Strongly Agree
3. Kapag gamot sa ubo mas pinipili ko ang may mga sangkap na herbal kahit na ito ay Generic.	2.62	Agree	2.77	Agree	2.46	Disagree
4. Kapag subok ko na ang gamot hindi nawawala ang tiwala ko dito.	3.7	Strongly Agree	3.62	Strongly Agree	3.79	Strongly Agree
5. Naniniwala ako na wala sa tatak ng gamot ang bisa nito sa pagpapagaling ng sakit, dahil nakasalalay sa tamang pagsunod ng pag-inom ang paggaling ng maysakit.	3.02	Agree	3.23	Agree	2.79	Agree
Overall Mean	3.35	Strongly Agree	3.36	Strongly Agree	3.33	Strongly Agree

Legend: 1.0 to 1.75 – Strongly Disagree, 1.76 to 2.51 – Disagree, 2.52 to 3.27 – Agree, 3.28 to 4.0 – Strongly Agree

Cultural Factors. The result in Table 2.1 shows that generally, the respondents strongly agreed to the following item-statements of cultural factors: “Sa pagpili ng gamot na aking bibilhin, tinitignan ko kung ito ba ay naging mabisa na sa akin dati” (WM=3.72); “Kapag subok ko na ang gamot hindi nawawala ang tiwala ko dito.” (WM=3.7); and “Binibili ko ang gamot na nakasanayan kong bilhin sa matagal na panahon” (WM=3.68); on the other hand, they agreed to the following statements: “Naniniwala ako na wala sa tatak ng gamot ang bisa nito sa pagpapagaling ng sakit, dahil nakasalalay sa tamang pagsunod ng pag-inom ang paggaling ng maysakit.” (WM=3.02); “Kapag gamot sa ubo mas pinipili ko ang may mga sangkap na herbal kahit na ito ay Generic” (WM=2.62).

In general, the respondents strongly agree on buying a medication that is effective for them. Although, in terms of the item statement “Kapag gamot sa ubo mas pinipili ko ang may mga sangkap na herbal kahit na ito ay Generic” the respondents who patronize Generic medicines agreed (WM=2.77); while those who patronizes Branded medicines disagreed (WM=2.46). In the study of Chetley et al., (2007), they emphasized that public education helps people to take medications in a way that is appropriate and safe, consumers also require knowledge regarding medications and treatments.

2.2 Social Factors of Consumer Preferences in Choosing Medications

Table 2.2 Weighted Mean and Verbal Descriptions of the Respondents' Social Factors of Consumer Preferences

Social Factors	COMBINED		GENERIC		BRANDED	
	WM	Verbal Description	WM	Verbal Description	WM	Verbal Description
1. Malaki ang impluwensiya ng mga napapanuod ko sa mga commercials para sa pagpili ko ng bibilhing gamot.	2.94	Agree	3.08	Agree	2.79	Agree
2. Bibilhin ko lang ang gamot ayon sa kung ano ang nireseta ng mga doctor para mas mabilis gumaling.	3.72	Strongly Agree	3.69	Strongly Agree	3.75	Strongly Agree
3. Madali akong makumbinsi na bumili ng gamot kapag ito ay kilala ng maraming tao.	2.56	Agree	2.23	Disagree	2.92	Agree
4. Sa pagpili ng tamang gamot dapat ay nagtatanong-tanong sa mga kakilala kung ano ang madalas nilang binibili at mabisa para sa kanila.	2.32	Disagree	2.19	Disagree	2.46	Disagree
5. Kapag bumibili ako ng gamot tinatanong ko ang pharmacist kung ano ang mabisa.	3.36	Strongly Agree	3.15	Agree	3.58	Strongly Agree
Overall Mean	2.98	Agree	2.87	Agree	3.10	Agree

Legend: 1.0 to 1.75 – Strongly Disagree, 1.76 to 2.51 – Disagree, 2.52 to 3.27 -Agree, 3.28 to 4.0-Strongly Agree

Social Factors. The result in Table 2.2 manifested that the respondents strongly agree in the following social factors of consumer preferences in choosing medications: “Bibilhin ko lang ang gamot ayon sa kung ano ang nireseta ng mga doctor para mas mabilis gumaling” (WM=3.72); “Kapag bumibili ako ng gamot tinatanong ko ang pharmacist kung ano ang mabisa” (WM= 3.36); “Malaki ang impluwensiya ng mga napapanuod ko sa mga commercials para sa pagpili ko ng bibilhing gamot” (WM=2.94); “Madali akong makumbinsi na bumili ng gamot kapag ito ay kilala ng maraming tao” (WM=2.56). The lowest mean of 2.32 was obtained for the statement “Sa pagpili ng tamang gamot dapat ay nagtatanong-tanong sa mga kakilala kung ano ang madalas nilang binibili at mabisa

para sa kanila”, which means their level of agreement was lowered compared to the other aspects of social factor. In general, the respondents general purchase medicines with proper prescriptions from their attending physicians and not because other individuals suggested it.

In terms of the item-statement “*Madali akong makumbinsi na bumili ng gamot kapag ito ay kilala ng maraming tao*”, respondents who purchased Generic medicines disagreed (WM=2.23); while respondents who purchased Branded medicines agreed (WM=2.92).

2.3 Economic Factors of Consumer Preferences in Choosing Medications

Table 2.3 Weighted Mean and Verbal Descriptions of the Respondents' Economic Factors of Consumer Preferences

Economic Factors	COMBINED		GENERIC		BRANDED	
	WM	Verbal Description	WM	Verbal Description	WM	Verbal Description
1. Mas bumibili ako ng mga gamot na pasok sa aking budget.	3.66	Strongly Agree	3.73	Strongly Agree	3.58	Strongly Agree
2. Kung may pera o sapat na budget naman ako mas bibili ako ng branded na gamot kahit mas mahal.	3.52	Strongly Agree	3.19	Agree	3.88	Strongly Agree
3. Bago ako bumili ng gamot tinatanong ko muna ang pagkakaiba ng presyo ng branded at generic na gamot.	3.3	Strongly Agree	3.35	Strongly Agree	3.25	Agree

4. Kapag naubusan ang pharmacy ng gamot na binibili ko tinatanong ko kung meron ibang gamot na pwede kong bilhin para hindi na ako lumipat sa ibang pharmacy	3.18	Agree	3.35	Strongly Agree	3.00	Agree
5. Sa pagbili ng gamot, kung saan malapit na pharmacy ay duon na ako bibili kesa pumunta sa mas malayo.	3.22	Agree	3.19	Agree	3.25	Agree
Overall Mean	3.38	Strongly Agree	3.36	Strongly Agree	3.39	Strongly Agree

Legend: 1.0 to 1.75 – Strongly Disagree, 1.76 to 2.51 – Disagree, 2.52 to 3.27 -Agree, 3.28 to 4.0-Strongly Agree

Economic Factors. The respondents in Table 2.3 presented the economic factor of consumer preferences in choosing medications. The result revealed that the respondents strongly agreed in terms of: “Mas bumibili ako ng mga gamot na pasok sa aking budget” (WM=3.66); “Kung may pera o sapat na budget naman ako mas bibili ako ng branded na gamot kahit mas mahal” (WM=3.52); and “Bago ako bumili ng gamot tinatanong ko muna ang pagkakaiba ng presyo ng branded at generic na gamot” (WM=3.3); while they agree in the following economic factor of consumer preferences in choosing medications “Sa pagbili ng gamot, kung saan malapit na pharmacy ay duon na ako bibili kesa pumunta sa mas malayo” (WM=3.22); and “Kapag naubusan ang pharmacy ng gamot na binibili ko tinatanong ko kung meron ibang gamot na pwede kong bilhin para hindi na ako lumipat sa ibang pharmacy” (WM=3.18). The overall mean of the respondents’ response in terms of Economic Factors was 3.38, which means generally, the customers strongly agree that economic factors are considered when purchasing medicines. The

respondents usually purchase medicines which are within their budget.

In terms of the item-statements “Bago ako bumili ng gamot tinatanong ko muna ang pagkakaiba ng presyo ng branded at generic na gamot” (WM=3.35); and “Kapag naubusan ang pharmacy ng gamot na binibili ko tinatanong ko kung meron ibang gamot na pwede kong bilhin para hindi na ako lumipat sa ibang pharmacy” (WM=3.35); respondents who patronized Generic drugs scored higher compared to the respondents who patronized Branded medicines (WM=3.25; WM=3.00). This implies that customers who patronize generic medicines are more likely to ask about the cost or price differences between generic and branded medicines before buying, compared to the customers who purchased Branded medicines. One of the economic factors considered by the respondents when purchasing medicines is to know if the medicine is branded or generic.

2.4 Psychological Factors of Consumer Preferences in Choosing Medications

Table 2.4 Weighted Mean and Verbal Descriptions of the Respondents’ Psychological Factors of Consumer Preferences

Psychological Factors	COMBINED		GENERIC		BRANDED	
	WM	Verbal Description	WM	Verbal Description	WM	Verbal Description
1. Naniniwala ako na ang pagpili ng gamot na bibilhin ay hindi nakasalalay sa tatak ng gamot.	2.94	Agree	3.35	Strongly Agree	2.50	Disagree
2. Naniniwala ako na mas mabisa ang mga gamot na branded kaya binibili ko ito.	3.08	Agree	2.35	Disagree	3.88	Strongly Agree
3. Naniniwala ako na parehong mabisa ang mga gamot na branded at generic kaya pareho ko itong binibili.	2.96	Agree	3.46	Strongly Agree	2.42	Disagree
4. Kung wala ang tatak ng gamot na gusto kong bilhin, nag-aalinlangan ako kung bibili ako ng ibang brand o hindi.	3.1	Agree	2.50	Disagree	3.75	Strongly Agree

5. May mga pagkakataon na napatunayan ko na mas mabisa ang Generic na gamot kaysa sa branded.	2.48	Disagree	3.04	Agree	1.88	Disagree
Overall Mean	2.91	Agree	2.94	Agree	2.88	Agree

Legend: 1.0 to 1.75 – Strongly Disagree, 1.76 to 2.51 – Disagree, 2.52 to 3.27 -Agree, 3.28 to 4.0-Strongly Agree

Psychological Factors. In terms of the customers preferences in choosing medications, the respondents agree to the following factors: “Kung wala ang tatak ng gamot na gusto kong bilhin, nag-aalinlangan ako kung bibili ako ng ibang brand o hindi” (WM=3.1); “Naniniwala ako na mas mabisa ang mga gamot na branded kaya binibiling gamot” (WM=3.08); “Naniniwala ako na parehong mabisa ang mga gamot na branded at generic kaya pareho gamot ng binibili” (WM=2.96); and “Naniniwala ako na ang pagpili ng gamot na bibilhin ay hindi nakasalalay sa tatak ng gamot” (WM=2.94). On the other hand, the customers disagree “May mga pagkakataon na napatunayan ko na mas mabisa ang Generic na gamot kaysa sa branded” (WM=2.48). The overall mean of 2.91, manifested that the Psychological factors are considered by the customers when choosing and purchasing their medications.

The result of the comparison between the response of the respondents who patronized Generic and Branded medicines showed variations. Those who patronized

Generic medicines strongly agreed in terms of the following item-statements: “Naniniwala ako na ang pagpili ng gamot na bibilhin ay hindi nakasalalay sa tatak ng gamot” (WM=3.35); “Naniniwala ako na parehong mabisa ang mga gamot na branded at generic kaya pareho ko itong binibili” (WM=3.46); and they agreed to the statement “May mga pagkakataon na napatunayan ko na mas mabisa ang Generic na gamot kaysa sa branded” (WM=3.04).

On the other hand, those who patronized Branded medicines disagreed to the same statements, to wit: “Naniniwala ako na ang pagpili ng gamot na bibilhin ay hindi nakasalalay sa tatak ng gamot” (WM=2.50); “Naniniwala ako na parehong mabisa ang mga gamot na branded at generic kaya pareho ko itong binibili” (WM=2.42); and “May mga pagkakataon na napatunayan ko na mas mabisa ang Generic na gamot kaysa sa branded” (WM=1.88).

2.5 Summary of the Consumer Preference Factors

Consumer Factors	OVERALL		GENERIC		BRANDED		Rank
	AWM	Verbal Description	AWM	Verbal Description	AWM	Verbal Description	
1. Economic Factors	3.38	Strongly Agree	3.36	Strongly Agree	3.39	Strongly Agree	1
2. Cultural Factors	3.35	Strongly Agree	3.36	Strongly Agree	3.33	Strongly Agree	2
3. Social Factors	2.98	Agree	2.87	Agree	3.10	Agree	3
4. Psychological Factors	2.91	Agree	2.94	Agree	2.88	Agree	4

The result in Table 2.5 revealed that in general, as reflected by the average weighted mean of their responses, both the respondents who patronized Generic and Branded medicines strongly agreed regarding the influence of economic and cultural factors on consumer preferences when buying medicines; while they agreed that social and psychological factors influenced consumer preferences in

buying medicines. The ranking of their responses showed that economic factors were the number one consideration of the respondents; and psychological factors were their last considerations when buying medicines.

3. Significant Relationship between the Profile of the Respondents and the Factors that Influence

their Preferences for Branded or Generic Medications

Table 3. Correlation Matrix for the Significant Relationship between Profile Characteristics and Factors of Consumer Preferences

		Cultural Factors	Social Factors	Economic Factors	Psychological Factors
Type of Consumer	Pearson Correlation	-.025	.176	.025	-.049
	Sig. (2-tailed)	.862	.222	.865	.735
	N	50	50	50	50
Most Common Medicine Bought	Pearson Correlation	-.234	.062	-.067	-.170
	Sig. (2-tailed)	.102	.667	.645	.238
	N	50	50	50	50
Amount of money spent on medicines	Pearson Correlation	.077	.247	-.042	-.180
	Sig. (2-tailed)	.595	.084	.771	.212
	N	50	50	50	50
Age	Pearson Correlation	.384**	-.150	.151	.185
	Sig. (2-tailed)	.006	.298	.296	.199
	N	50	50	50	50
Sex	Pearson Correlation	.007	.189	.222	.157
	Sig. (2-tailed)	.961	.188	.121	.276
	N	50	50	50	50
Civil Status	Pearson Correlation	.515**	.088	.192	.264
	Sig. (2-tailed)	.000	.544	.181	.064
	N	50	50	50	50

***. Correlation is significant at the 0.01 level (2-tailed).*

**. Correlation is significant at the 0.05 level (2-tailed).*

The result of the correlation test was presented in Table 4. The result revealed that significant relationships were established between the respondents' age and cultural factors ($r=.384^{**}$; $\text{sig}=.006$); and civil status and cultural factors ($r=.515^{**}$; $\text{sig}=.000$). The hypothesis of no significant relationship between these variables is rejected. The significant relationship between age and cultural factors showed that older respondents are more likely to consider cultural factors in their purchase of medicines. In the same manner, the significant relationship between the respondents' civil status and the cultural factors of consumer preferences explained that married individuals are more likely influenced by cultural factors when choosing their medications compared to single individuals. On the other hand, no significant relationships were established between age, sex, number of family members, type of medicine

purchased, amount of money spent on medicine purchase, and the following factors: social, economic, and psychological factors of consumer preferences. Culture plays an important role in the behavior of consumers.

4. Significant Differences in the Medication Preferences Factors of Customers according to the Type of Medicine they Patronize

Levene's Test for Equality of Variances		
	F	Sig.
Cultural Factors	1.669	.203
Social Factors	.936	.338
Economic Factors	.173	.679
Psychological Factors	3.727	.059

Level of Significance .05

To test the significant difference between the consumer preferences factors of the respondents who prefer Generic and Branded medicines, their responses were subjected to Levene's T-test. The result in Table 4 showed the following F-values for cultural factors (F=1.669; sig=.203), social factors (F=.936; sig=.338), economic factors (F=.173; sig=.679), and psychological factors (F=3.727; sig=.059). The result manifested no significant differences. It implies that both consumers of Generic and Branded medicines are influenced by cultural, social, economic, and psychological factors when buying medications.

IV. CONCLUSIONS

The following conclusions are derived based on the findings of this study:

1. The consumer respondents were mostly middle-aged single individuals who belonged to the average sized family and mostly spent 500 to 100 pesos on generic and branded medicines.
2. The consumers foremost considered economic factors and cultural factors in their preferences for branded and generic medications.
3. Cultural factors of consumer preferences are significantly correlated with the age and civil status of the respondents.
4. No significant difference was established between the type of medicines patronized by the respondents and the consumer preference factors.

V. RECOMMENDATIONS

The following are offered based on the findings and conclusions of this research:

1. Pharmacy operators and managers should consider the identified economic, cultural, social, and psychological factors in formulating their marketing strategies among consumers of branded and generic medicines.

2. Pharmacy operators and managers can enhance their marketing strategies for both branded and generic medicines by integrating sustainable development principles (Balaria, et al., 2017).
3. Similar studies may be conducted in other community pharmacies to have a comparison of the results.
4. Another similar study that explores the integration of local farmers (Fronza, 2024) into community pharmacy initiatives could be done by future researchers.

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